

I am very concerned about the way in which the way in which broadcast ownership rules may be altered by the FCC. I think that the major media outlets have done an appalling job in informing the public about what is being proposed. They seem to be acting in a coordinated fashion to keep this issue out of the public consciousness. I think that this gets to the heart of why more consolidation will be more harmful to the public interest. If we further eliminate the independent voices (the only voices who have raised this issue in the media), then who will serve as the watchdog for the supposed watchdogs in big media. I think that the current rules provide an excellent balance between competition and diversity; further consolidation will only serve to reduce the number of voices and opinions that the average American is exposed to. Chairman Powell's comment that the internet and other sources negate the need to promote media diversity is overly-optimistic. Only 11% of American citizens know about the proposed changes to media ownership. I think that this statistic shows that most Americans don't spend the time to become informed about issues that are not covered in the mainstream press. Given how few people know about the impending rule changes and the poor job done informing us of the proposal by the media, I think that the only fair thing is for the FCC to take its case to the American people in a substantial way (not a single meeting in Richmond, Virginia) and to extend the time allowed for public comment on this issue.